

Press release

**Bouygues Telecom Entreprises offers new solutions
in favour of sustainable development**

Bouygues Telecom Entreprises has made a commitment to sustainable development by offering its customers new solutions to promote responsible mobile phone use. In order to help protect the environment, Bouygues Telecom Entreprises has set up a system to take back businesses' used handsets on their company site. In an exclusive offer, Bouygues Telecom Entreprises is also marketing the Nokia 3110 Evolve, the first eco-friendly mobile phone, to business users.

Taking back used handsets on-site

In 2003, Bouygues Telecom set up a system to take back used handsets which has since been expanded to all its distribution channels. In 2007, more than 170,000 handsets were taken back.



Bouygues Telecom has joined forces with Ateliers du Bocage, a retraining organisation which is a member of the charity Emmaüs France, for the take-back, sorting, reconditioning and recycling of used handsets for its business customers. This partnership helps to protect the environment, while encouraging the integration of people in difficulty.

Reconditioned mobiles will be sold at Emmaüs charity stores, thereby enabling disadvantaged people to buy a mobile phone. Ateliers du Bocage will also sell the phones in emerging countries.

The process is straightforward. Companies simply go on to www.entreprises.bouyguetelecom.fr, download a take-back form and email or fax it to Ateliers du Bocage. The organisation will then contact them to arrange the take-back and recycling of employees' used handsets.

Nokia 3110 Evolve: the first eco-friendly mobile phone

On 2 June 2008, Bouygues Telecom Entreprises launched the Nokia 3110 Evolve, an eco-friendly mobile phone. This exclusive offer is perfectly in line with the operator's sustainable development policy.



- ✓ Cover material is plant-based, non-polluting and 50% recyclable
- ✓ Energy-efficient charger with built-in alert to encourage users to unplug it when fully charged (94% less energy)
- ✓ Compact recyclable packaging made of 60% recycled content
- ✓ Ultra-compact owner's manual printed on recycled paper

The Nokia 3110 Evolve is a tri-band phone with key functionalities for business users: email sending and reception (IMAP4, POP3, SMTP), Bluetooth technology, 1.3 mpx digital camera, MP3 player and a memory card slot.



Associated with Bouygues Telecom's business solutions, the handset is perfect for business customers looking for an easy-to-use phone with all the main mobile functions and an eco-friendly design.

About Bouygues Telecom Entreprises

Bouygues Telecom set up a unit dedicated to businesses and SMEs in 1997. With call plans, per-second billing and unlimited data access, Bouygues Telecom Entreprises provides fixed, mobile and internet solutions to nearly 1 million SMEs and companies across France, in addition to over 200 major accounts (Ecole du Ski Français (ESF), La Poste, BNP Paribas, EDF, the French customs authority, Nestlé, the City of Lyon, the Angers municipality, LVMH, etc.). Bouygues Telecom controls end-to-end service quality for businesses thanks to IP equipment installed and managed all over France.

Bouygues Telecom Entreprises also offers turnkey machine-to-machine solutions in a range of sectors, including energy, transport and security, targeting both public-service companies and small and medium-sized enterprises.

Bouygues Telecom Entreprises has 10 branches throughout France with a total of 700 employees dedicated to advising business customers on the choice, installation and follow-up of fixed-line and mobile calling and data solutions. Its distribution network is rounded out by 800 aftersales outlets and close to 200 authorised retailers in France.

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